



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY
FACULTY OF COMMERCE, HUMAN SCIENCE AND EDUCATION**

DEPARTMENT OF MARKETING AND LOGISTICS

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COURSE CODE: MPM512S	COURSE NAME: MARKETING PRINCIPLES
SESSION: NOVEMBER 2022	PAPER: THEORY AND PRACTICAL
DURATION: 3 HOURS	MARKS: 100

FIRST OPPORTUNITY QUESTION PAPER	
EXAMINER(S)	MS. B.M. VAN NIEKERK (Co-ordinator; FT) DR. B. TJIZUMAUE (FT) MS. G. KARITA (PT) MS. R. FOTOLELA (DISTANCE)
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INSTRUCTIONS
1. Answer ALL the questions. 2. Read all the questions carefully before answering. 3. Number the answers clearly 4. Write as legible as possible, and as precise as possible 5. Indicate your class lecturer's name on your answer sheet

THIS QUESTION PAPER CONSISTS OF _6_ PAGES (Including this front page)

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Table of Contents Past Exam Papers Principles Of Marketing

1. Understanding the eBook Past Exam Papers Principles Of Marketing
 - The Rise of Digital Reading Past Exam Papers Principles Of Marketing
 - Advantages of eBooks Over Traditional Books
2. Identifying Past Exam Papers Principles Of Marketing
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Past Exam Papers Principles Of Marketing
 - User-Friendly Interface
4. Exploring eBook Recommendations from Past Exam Papers Principles Of Marketing
 - Personalized Recommendations
 - Past Exam Papers Principles Of Marketing User Reviews and Ratings
 - Past Exam Papers Principles Of Marketing and Bestseller Lists
5. Accessing Past Exam Papers Principles Of Marketing Free and Paid eBooks
 - Past Exam Papers Principles Of Marketing Public Domain eBooks
 - Past Exam Papers Principles Of Marketing eBook Subscription Services
 - Past Exam Papers Principles Of Marketing Budget-Friendly Options

6. Navigating Past Exam Papers Principles Of Marketing eBook Formats
 - ePub, PDF, MOBI, and More
 - Past Exam Papers Principles Of Marketing Compatibility with Devices
 - Past Exam Papers Principles Of Marketing Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Past Exam Papers Principles Of Marketing
 - Highlighting and Note-Taking Past Exam Papers Principles Of Marketing
 - Interactive Elements Past Exam Papers Principles Of Marketing
8. Staying Engaged with Past Exam Papers Principles Of Marketing
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Past Exam Papers Principles Of Marketing
9. Balancing eBooks and Physical Books Past Exam Papers Principles Of Marketing
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Past Exam Papers Principles Of Marketing
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Past Exam Papers Principles Of Marketing
 - Setting Reading Goals Past Exam Papers Principles Of Marketing
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Past Exam Papers Principles Of Marketing
 - Fact-Checking eBook Content of Past Exam Papers Principles Of Marketing
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements

- Interactive and Gamified eBooks

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